

Why You Should Attend This Course:

Data shows decision-makers are turning to event marketing to drive purchase behavior and deepen engagement in the face of an intensifying worldwide financial crisis.

The future of advertising will be on the internet, which can offer visual and audio stimulation, but can't replace face-to-face communication. Businesses are realising that events are vital in creating a complete brand experience. Online communities are being formed, and there is demand for events that cater for these new groups.

Take advantage of this powerful tool in the business-to-business marketing: event marketing. Whether it's online or onsite, you will have exclusive access to customers and prospects, and you can really get down to delivering your message in a way that cuts through the clutter.

Learning Outcome:

This course will guide you through how companies can complement or supplement conventional marketing campaigns with the elements of Events to achieve optimal mix. Events have the power and potential to take relationship marketing a notch higher by involving customers, business partners and other stakeholders - including employees - in educational, entertaining and memorable activities. From seminars, product launches and road shows to exhibitions, incentive travel, sports and entertainment – events not only best drive ROI, accelerate and deepen brand relationships, it also presents a host of business opportunities.

Course Outline:

- Use events to reach, motivate and cultivate customers
- How to fit events marketing in the overall promotional mix
- Variety is the spice of life – events for different purposes and audiences
- Create experiences to excite, inspire or impress target audiences –internal and external
- Staging and special effects – Are they worth the effort and expense?
- Managing Event Costs – Smart Budgeting to Deliver Results
- Corporate meetings and conferences need not be a chore, or a bore

- Make education rewarding – how to run better seminars and product launches
- Get better results from exhibitions and road shows
- Online Media – New Wave of Event Marketing
- Mix and match communication channels and media to get optimum results
- Measuring Events in the Marketing Mix

Who Can Benefit?

Executives whose portfolio includes B2B and B2C promotions, and anyone asked (or tasked) to enhance the marketing mix. The course introduces participants to using events as a promotional tool, whether handled in-house or outsourced. Case studies, group discussion and practical exercises will be included.

Trainer's Profile

Sandy Cheung is the Senior Events Manager (Southeast Asia) for CCH Asia. She has specific expertise in the areas of sponsorship and corporate partnerships. She has experienced both sides of sponsorship including roles as Sponsorship Manager for Reed Exhibition as well as the Senior Marketing Manager at CCH Asia.

With over 15 years of corporate experience in event planning & business development, marketing & PR, exhibition and sponsorship, Sandy started the Events business for CCH in Asia. Most recently, Sandy is the Head of the Executive Events business across Southeast Asia. Besides managing the events business, Sandy is also the senior event producer and has developed and managed numerous public and sponsored seminars and conferences for corporate clients in Asia.

**Date: 1 & 2 Sep 2009
1 & 2 Dec 2009**
Time: 9.00am – 5.00pm
Venue: Anson Centre, 51 Anson Road #03-53
Course Fee:

- S\$680.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

FOR COURSE ENQUIRY

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586

Fax:
6327 9741

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 participants
or more and enjoy
5% discount!

Mastering Events Marketing Essentials to Enhance Your Marketing Mix

1 & 2 September 2009 1 & 2 December 2009 (9.00am to 5.00pm)
S\$680 (subject to 7% GST) Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
4)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)			
<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities			
<input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____			
<input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg.

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7583/582/586.

Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

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